

# MEDIA RESULTS



FISCAL YEAR 2022 TOTAL

# MEDIA RESULTS

ESTIMATED  
AUDIENCE  
REACH

**5.1+ BILLION**

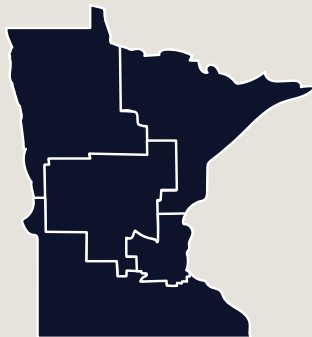
STORY  
PLACEMENTS

**1,150**

DESKSIDE  
MEETINGS

**7**

MINNESOTA'S 5 UNIQUE REGIONS



ALL FOUR SEASONS



**COVID-19  
CRISIS &  
RECOVERY**

**TRAVEL  
& LEISURE**



**TOURISM  
& ECONOMY**





# MINNESOTA IN THE TOP 10



- **CNBC**  
[The 10 Most Fun States in America to Visit this Summer, According to a New Report](#)  
#9 Minnesota
- **WALLETHUB**  
[2022 Best & Worst States for Summer Road Trips](#)  
#2 Minnesota
- **FISHINGBOOKER**  
[8 Best Fourth of July Fishing Destinations for 2022](#)  
#5 Brainerd Lakes Area
- **OUTSIDE**  
[The 6 Best Places in the World to See the Northern Lights](#)  
#1 Voyageurs National Park
- **TRAVEL + LEISURE**  
[This National Park is One of the Best Places in the U.S. to See the Northern Lights](#)  
Voyageurs National Park
- **FOX NEWS**  
[The Coolest Winter Ice Castles and Sculptures in America](#)  
New Brighton
- **BUCKET LIST**  
[10 Notable Ski Resorts in the U.S.](#)  
Lutsen
- **READY MADE TRAVEL PLANS**  
[12 Best Family Summer Vacation Places in the U.S.](#)  
#10 Silver Bay
- **FISHINGBOOKER**  
[The 8 Best U.S. Ice Fishing Destinations for 2022](#)  
Brainerd
- **FORBES**  
[Visit These Bucket List Rooftops Around the World](#)  
Hewing Hotel

RESULTS INCLUDE A VARIETY OF MINNESOTA LEISURE TRAVEL TOPICS  
AND TOURISM BUSINESS COVERAGE

TOURISM TRENDS

'BEST OF' LISTS

ADVENTURE

TOURISM RECOVERY

STATE AND NATIONAL PARKS

SPORTS

SUPPORT LOCAL

FAMILY TRAVEL

WILDFLOWERS

WINTER ACTIVITIES

ADVENTURE

MINNESOTA  
LAKES

SUMMER GETAWAYS

SUPPORT LOCAL

DARK  
SKIES

COVID-19 PANDEMIC IMPACT

SPORTS

TOURISM SURVEY

HOLIDAY ACTIVITIES

GOVERNOR'S FISHING OPENER

SPOOKY SITES

FESTIVALS & EVENTS

ROAD TRIPS

BIKING

FALL  
COLORS

TOURISM TRENDS

ECONOMIC IMPACT

SCENIC FALL DRIVES

HOSPITALITY  
INDUSTRY

CAMPING

OUTDOOR RECREATION

BORDER REOPENING

UNIQUE LODGING

BUCKET-LIST TRIPS

MUSEUMS

WINTER ACTIVITIES

FALL COLORS

HERITAGE

MARKETING

TRAVEL RESTRICTIONS

DARK SKIES

HIKING TRAILS

FOOD & BEVERAGE

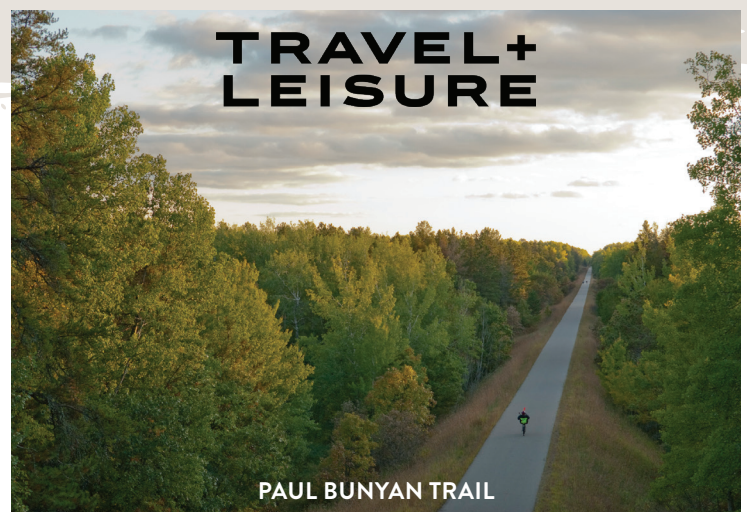
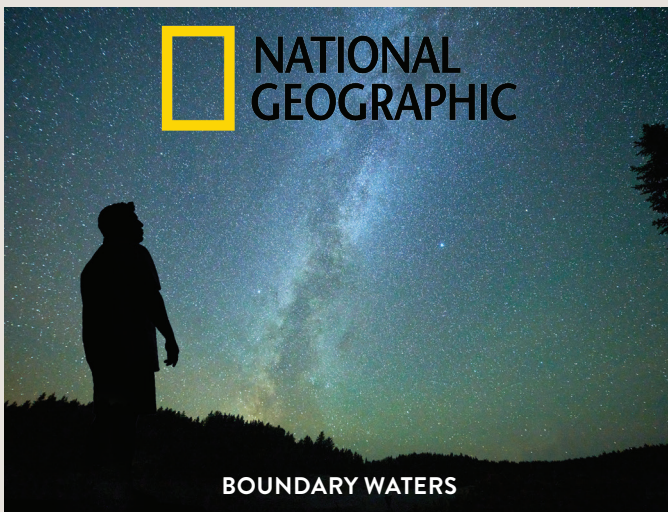
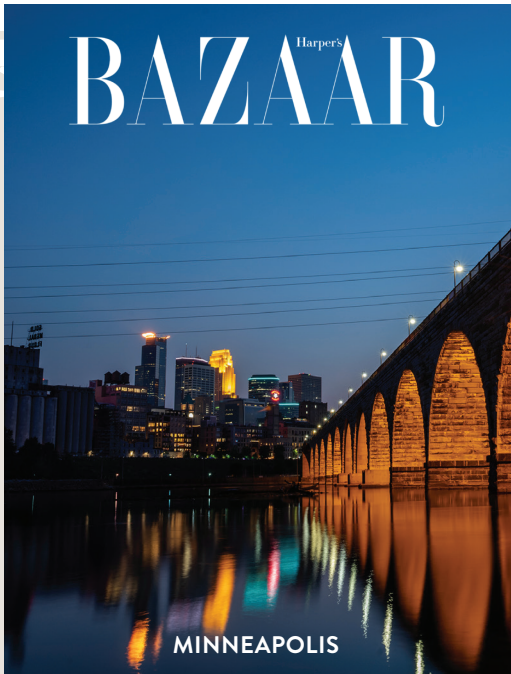
Note: Media coverage is a result of many initiatives including: Explore Minnesota and PR agency media outreach, tourism and hospitality industry surveys, virtual media desk side meetings, travel marketing and promotion activity, seasonal pushes, several inbound media requests and more.

\*Estimated audience reach totals may include some of the same people seeing multiple stories.



# NATIONAL

DESTINATION COVERAGE HIGHLIGHTS



## COVERAGE HIGHLIGHTS CONTINUED

### AFAR

#### [Where to Go in 2022](#)

Northern Minnesota, Iron Range

### BICYCLING

#### [The Best U.S. Destinations for Learning How to Mountain Bike](#)

Minneapolis

### EAT THIS, NOT THAT!

#### [The Best Food Festival in Every State](#)

Twin Cities Veg Fest in Harriet Island Park

### ESQUIRE

#### [27 Best Christmas Towns to Put on Your Holiday Bucket List](#)

Duluth

### FOOD & WINE

#### [11 Distillery Hotels Worth Planning a Trip Around](#)

Cantilever Distillery & Hotel

### FORBES

#### [These Halloween Parades Across The U.S. Remain Beloved Traditions](#)

Anoka

#### [Visit These Bucket List Rooftops Around the World](#)

Hewing Hotel, Minneapolis

#### [Where To See Wildflowers Across The United States](#)

Chippewa National Forest, North Shore and Minneapolis

### FOX NEWS

#### [The Best US State Parks to Bookmark for Travel](#)

Itasca State Park and Park Rapids

#### [The Coolest Winter Ice Castles and Sculptures in America](#)

Ice Castles, New Brighton

### GOOD MORNING AMERICA

#### [Exploring Minnesota as it Welcomes Back Visitors](#)

Various Minnesota locations

### HARPER'S BAZAAR

#### [A Sublime Road Trip through the Heart of the Midwest](#)

Minneapolis

### MATADOR NETWORK

#### [10 Massive Roadside Food Statues Around the World](#)

World's Largest Prairie Chicken, Rothsay

### NATIONAL GEOGRAPHIC

#### [25 Amazing Journeys for 2022](#)

Northern Minnesota

#### [Paddling Minnesota's Ancient Superhighway](#)

Voyageurs National Park, Boundary Waters Canoe Area Wilderness and Lake Superior

### THE NEW YORK TIMES

#### [Go Here, Not There: Vacation Alternatives for the Budget-Conscious](#)

Boundary Waters Canoe Area Wilderness

### OUTSIDE

#### [The 6 Best Places in the World to See the Northern Lights](#)

Voyageurs National Park

#### [These 7 Cities Embrace Winter Like Nowhere Else](#)

Minneapolis

### PARADE

#### [See America! 10 Don't-Miss Destinations for Your Summer Travel Bucket List](#)

Boundary Waters Canoe Area Wilderness and Voyageurs National Park

### READER'S DIGEST

#### [The 15 Best All-Inclusive Resorts for Families](#)

Detroit Lakes

#### [The Best Christmas Towns in America You Should Visit at Least Once](#)

Stillwater

### REAL SIMPLE

#### [How to Cook With Wild Rice—and 6 Recipes to Get You Started](#)

### SHERMANS TRAVEL

#### [The Best National Park in Every State](#)

Voyageurs National Park

### SMITHSONIAN

#### [The 15 Best Small Towns to Visit in 2022](#)

Bemidji

### THRILLIST

#### [The 32 Best State Parks in America](#)

Tettegouche State Park

#### [These Hotels Have the Best Beer Programs in the Country](#)

Fitger's Inn, Duluth

### TRAVEL DREAMS MAGAZINE

#### [Minnesota in Bloom: Springtime in the Land of 10,000 Lakes](#)

Greater Twin Cities, Franconia and North Shore

### TRAVEL + LEISURE

#### [10 Mountains You've Never Heard Of but Need to Ski This Winter](#)

Lutsen Mountains

#### [This National Park Is One of the Best Places in the U.S. to See the Northern Lights](#)

Voyageurs National Park

#### [This State Has the Longest Paved Rail Trail in the Country](#)

Paul Bunyan Trail

### USA TODAY

#### [Take the Road Down the River](#)

Mississippi River

#### [With Tourist Spots Filled to Capacity, Vacationers Seek Out Under-the-Radar Attractions](#)

Jeffers Petroglyphs

### U.S. NEWS

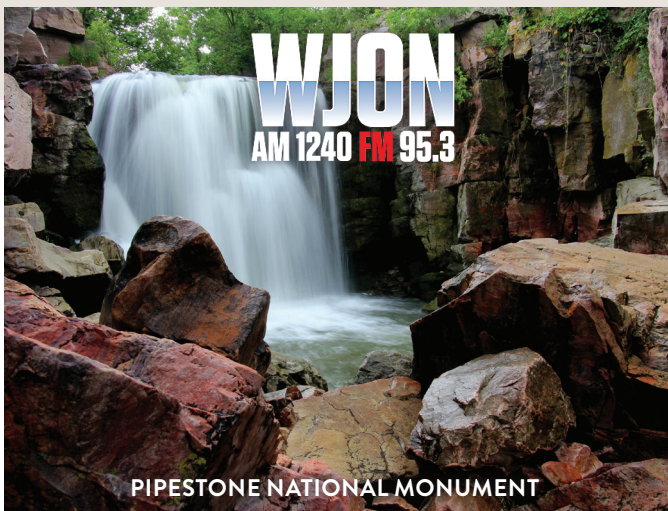
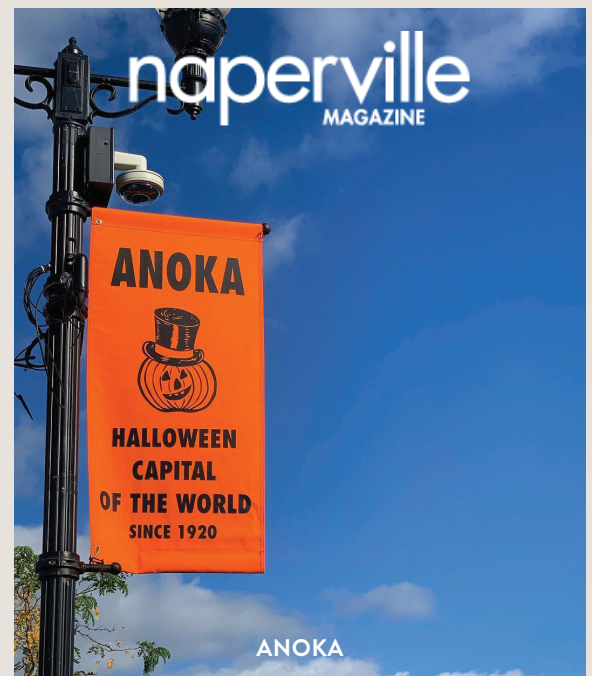
#### [20 Top Places to See Fall Foliage in the U.S.](#)

The Mississippi River Valley



# LOCAL & REGIONAL

DESTINATION COVERAGE HIGHLIGHTS



## COVERAGE HIGHLIGHTS CONTINUED

### BRING ME THE NEWS

#### [Ways to Mark Earth Day in Minnesota](#)

Explore Minnesota Green Travel Tips

### KSTP-TV

#### [Bucket List Travel Destinations in Minnesota](#)

Lake of the Woods & NW Angle, Mesabi Iron Range, Cuyuna Lakes, Great River Road, and Northern Tallgrass Prairie National Wildlife Refuge

### LACROSSE LOCAL

#### [Arts, Festival, Mid West Music Fest, Minnesota, Music, Performance, Road Trips, Sculpture](#)

Winona, Great River Road and Twin Cities

### MIDWEST LIVING

#### [15 of the Best Outdoor Winter Activities and Festivals Around the Midwest](#)

Duluth and Wayzata

#### [The Best Midwest Golf Courses to Play This Season](#)

Biwabik and Brainerd Lakes Area

### MINNESOTA MONTHLY

#### [Holiday Markets 2021: Seasonal Shopping Around Minnesota](#)

Various Minnesota locations

### MPLS.ST.PAUL MAGAZINE

#### [10 Active Minnesota Adventures](#)

Various Minnesota locations

### NAPERVILLE MAGAZINE

#### [Ghost Towns](#)

Anoka

### ST. LOUIS POST DISPATCH

#### [Taking the Kids: Slope-Side Lodging for Families, Pooches, Too!](#)

Boundary Waters Canoe Area Wilderness

### STAR TRIBUNE

#### [Fall From Great Heights](#)

North Shore, Mille Lacs, Willmar Lakes Area, Pequot Lakes, Hinckley, Red Wing and Winona

### TWIN CITIES PIONEER PRESS

#### [MN State Parks Sampler: Hayes Lake State Park Offers Quiet Recreation Near Northern Border](#)

Roseau

### WJON

#### [Explore St. Patty's Day in Minnesota](#)

St. Patrick's Day Parades

#### [Minnesota has Two National Native American Monuments](#)

Grand Portage National Monument and Pipestone National Monument

#### [More than Just the Games to Explore at the WBB Final Four](#)

Minneapolis and Bloomington



# MEDIA MOMENTS



CANADIAN TRAVELERS DAY



NATIONAL TRAVEL & TOURISM WEEK



GOVERNOR'S FISHING OPENER



EXPLORE MINNESOTA TOURISM CONFERENCE



FIRST PITCH AT THE SAINT GAME

## MINNESOTA TOURISM HIGHLIGHTS CONTINUED

### 2022 NATIONAL TRAVEL AND TOURISM WEEK

National Travel and Tourism Week (NTTW), May 1-7 kicked off the summer tourism season with a unique MN festivals + events themed press conference at MOA and additional media interview

NTTW22  
ESTIMATED  
AUDIENCE  
REACH

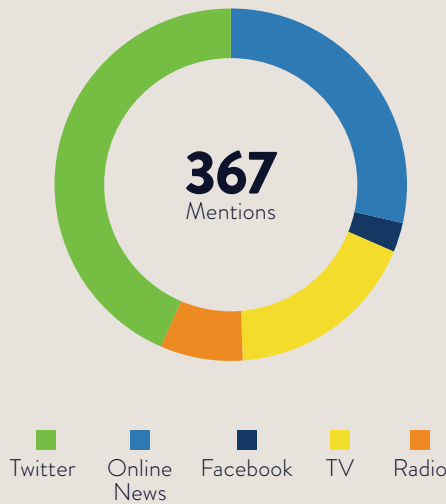
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NTTW22  
MEDIA  
PLACEMENTS

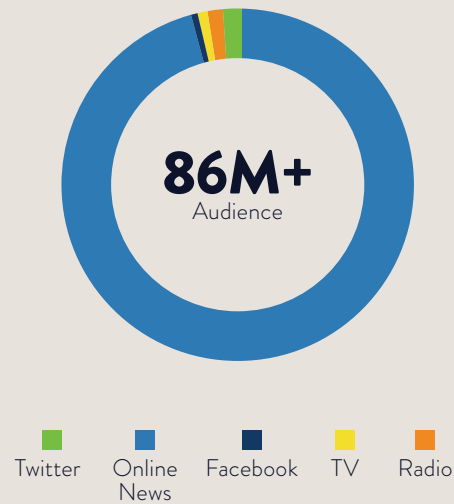
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### 2022 MINNESOTA GOVERNOR'S FISHING OPENER (GFO)

#### MENTIONS BY MEDIA TYPE



#### GFO ESTIMATED AUDIENCE REACH



#### AXIOS

[Minnesota Tries to Court Canadian Tourist with New Marketing Blitz](#)

#### CBC

[U.S. Border Businesses Optimistic as Some Restrictions Ease](#)

#### EL MINNESOTA DE HOY

[State Tourism Aims To Have Minnesota Among The Top 10 Tourist Destinations In The Nation](#)

#### ETURBO NEWS

[Minnesota Wants to be Your Destination for National Vacation Day](#)

#### FORBES

[When the Delta Variant Started to Peak in Minnesota, Here's What Visitors Did](#)

#### INFORUM

[Minnesota Tourism Rebounds After Lockdown but Remains Wary of COVID-19 Delta Variant's Impact](#)

#### KARE-TV

[Minnesota Business Owners in the Tourism and Hospitality Industry Prepare to Bounce Back the Summer](#)

[New Minnesota Tourism Director Announces Plan to Rebuild Industry after Losing \\$12 billion During Pandemic](#)

[Survey: MN Hospitality Industry Gets Summer Bump, but Not for All](#)

#### KMSP-TV

[Sen. Klobuchar Celebrates Reopening the U.S.-Canada Border for Tourism](#)

[Minnesota Events and Tourism Come Roaring Back this Summer](#)

#### KSTP-TV

[Minnesotans Ready to Travel as Summer Approaches](#)

[With Travel Demand High, Explore Minnesota Markets 'Dream State' to Lure Visitors](#)

#### STAR TRIBUNE

[Minnesota Welcomes Canadians as U.S. Border Crossings Reopen](#)

#### TORONTO STAR

[Minnesota Craves Canadian Visitors](#)

#### TPT ALMANAC

[Challenges Facing Tourism in Minnesota](#)

#### TRAVEL AND TOUR WORLD

[Now, Lauren Bennett McGinty has to Repair Minnesota Tourism](#)

#### TWIN CITIES BUSINESS

[Minnesota Tourism Industry Grapples with Continues Volatility](#)

#### WCCO-TV

['The Best News:' U.S. Opens Land Border to Canada, Welcomes International Visitors from Several Countries](#)

[Minnesota Events And Tourism Come Roaring Back This Summer](#)

[Minnesota Plans Comeback from Tourism Losses Caused By COVID](#)

[Minnesota's Social Calendar To Heat Up This Summer](#)





Explore Minnesota  
121 7th Place East, Suite 360  
St. Paul, Minnesota 55101, USA

[exploreminnesota.com/industry](https://exploreminnesota.com/industry)